

Consumer  
Technology  
Association™



CTA.tech

# Presentation to Vermont Right to Repair Task Force

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# CTA and Membership

- Consumer Technology Association (CTA)™ is the trade association representing the U.S. consumer technology industry.
  - More than 2,200 companies
    - 80 percent are small businesses and startups
    - Others are among the world's best known brands
    - All enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships.
- CTA also owns and produces CES® - the world's gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA's industry services.

# Consumer Demand and Innovation Drive our Industry

## Consumer Demand

1. Consumer behavior is usually driven by price and performance
2. Consumer choice – across high, medium, low value products
3. There are trade-offs depending on what consumers purchase, and consumers have expectations
  - i. Ever buy a portable charger at a gas station?
  - ii. Higher value products

# Consumer Demand and Innovation Drive our Industry

## Technology Innovation

1. Evolution of phones (initially for phone calls, now truly a portable computer)
2. Moore's law enables exponential improvements in performance
3. Many consumers want these new things

# Consumer Demand and Innovation Drive our Industry

## Role of Brands

1. Across all surveys leading companies in our industry are now the most valuable brands in the world
2. Protecting and enhancing brand value requires high levels of performance over a long period of time

# Consumer Demand and Innovation Drive our Industry

## Role of Brands

3. Examples of how long product life as an area where manufacturers compete:
  - i. “Most reliable” means fewest repairs, see <http://fortune.com/2018/03/12/apple-macbooks-most-reliable/>
  - ii. “Regular software updates” and bragging about “longest-running device”, see <https://www.businessinsider.com/apple-mac-vs-windows-pc-why-i-chose-macbook-2018-3>
  - iii. These efforts to support product longevity support brand value
  - iv. Brands where products are associated with short-life products – those brands die

# Three Ways Manufacturers Support Product Longevity

## 1. Durability

- Making screens and product components less likely to break extends product life
- More of a focus at the higher end of the market
- Handling/usage issues at key points in the life cycle (e.g., shipping new product, installation)



# Product Longevity – Durability (cont)

- Best Buy Example
  - Partnered with TV manufacturers to design TV package labels, which have been implemented across brands to drive consistent safe handling practices across all brands and customers



# Three Ways Manufacturers Support Product Longevity

## 2. Refresh

- Consumer products often supported for 5+ years by manufacturers (software updates, parts)

### How Long Does Apple Support Older iPhone Models?

Historical iOS compatibility of every iPhone model to date



@StatistaCharts Source: Apple

statista

# Three Ways Manufacturers Support Product Longevity

## 3. Repair

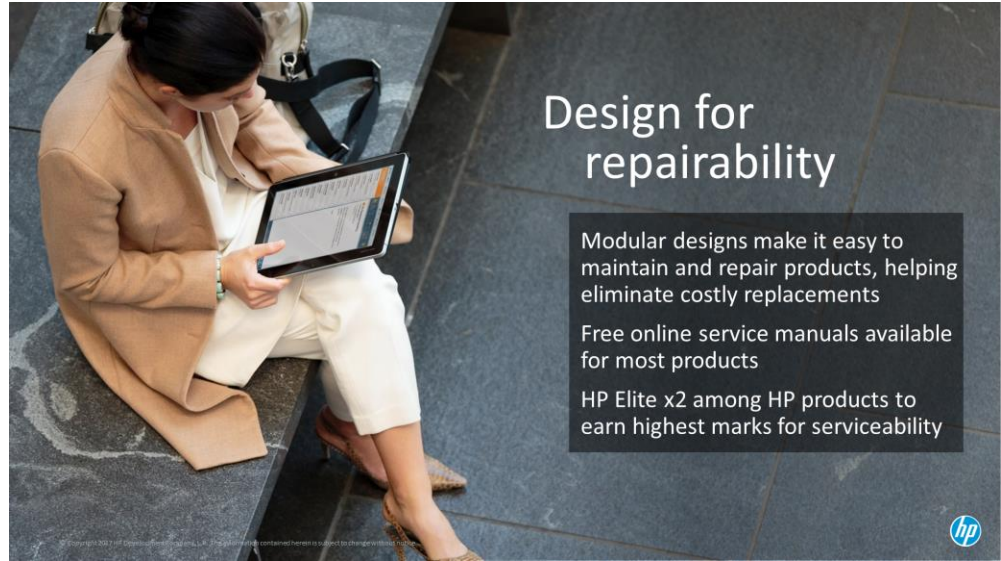
- i. In FY18, Best Buy repaired nearly 5 million devices, keeping electronics in the use phase.
- ii. For consumer technology manufacturers, repair models vary greatly:
  - Often driven by the set of products a manufacturer makes (e.g., a company that makes appliances and TVs)
  - Higher-end manufacturers tend to put more emphasis on repair options (see brand discussion above)
  - Not all repairs are the same (e.g., screen replacement)

# Product Longevity: Repair (cont)

- HP example

## EliteBook 800 G5 Series

- Replaceable and upgradeable parts (Memory, SSD, Keyboard, AC Adapter, WLAN, WWAN)
- Faster and more convenient serviceability vs previous



# Related Initiatives

## Closing the loop

- The new HP ENVY Photo 6200, 7100 and 7800 are first in-class printers made with recycled plastic from the closed-loop process, more than 20 percent by weight. Plastic from printers that Best Buy customers recycled at Best Buy is shredded, melted and put directly back into the manufacturing of these new printers.

# Related Initiatives – Closing Loop (cont)

- For many years, Dell has incorporated **recycled content plastics** derived from water bottles and other plastics in monitors and desktops. In 2014, Dell became the first manufacturer to offer a new computer made with e-plastics...plastics recovered from old electronics collected in its own takeback programs and incorporated into new Dell products. Dell is currently shipping 129 Dell products, including one server, that contain e-plastics.
- More recently, Dell was the first PC manufacturer (Jan 2018) to use **recycled gold from e-waste** in new motherboards in its 2-in-1 laptop product.

# Related Initiatives (cont)

## Dematerialization

- Source reduction at its best: getting more for less, and generating less waste
  - RIT study in 2016 documented reductions of nearly 50% in amount of material used in consumer electronics since 2000
  - New initiatives coming all the time without government mandates (e.g., Amazon Frustration-Free Packaging Program Certification Guidelines)



# Manufacturer Support for Vermont Electronics Recycling

2017

- 4,312,381 pounds collected/recycled from Vermont consumers
- 102 collection sites across the state
- More than \$2 million paid by consumer electronics manufacturers on Vermont electronics recycling



# CTA 2018 Recycling/Reuse Study

Thinking over the PAST 12 MONTHS, have you or anyone in your household done any of the following with your mobile device?	%
Any (Net)	32%
Traded in your mobile device for another device	23%
Given away or donated your mobile device	7%
Recycled your mobile device	6%
Sold your mobile device	3%
<b>Thrown your mobile device in the trash</b>	<b>1%</b>
Other	1%
None of these	68%
Don't know	1%
Base = Have/had any mobile devices in home in past 12 months (n=954)	

*Only 1%  
To  
Trash!*

# Thank you!

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